

NSF Public Affairs

Outreach Model:

- **Partnerships with PIOs and communicators**
- Partnerships with media outlets
- Creating our own media platforms

Purpose:

Draw attention to the range of research NSF funds





Partnerships with Media Outlets



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Home > Science

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Titanic Study: It Takes Time to Do the Right Thing

Researchers learn about social norms during crises by comparing the Titanic and Lusitania sinkings.

ENVIRONMENT »



Interactive: Nations Evaluate Progress Since Kyoto

Global temperatures have increased over 15 pct since the 1997 Kyoto accord.

Headlines

- Weed Killer Radically Alters Frog Reproduction
- Ancient DNA Suggests Polar Bears Evolved Recently
- Atom Smasher Restarts to Prepare for New Science
- Chile Quake in 'Elite Class' Like 2004 Asian Quake
- Industrial Whaling's Carbon Footprint
- Hydrothermal Vents Sometimes Colonized From Afar
- Two Huge Icebergs Let Loose Off Antarctica's Coast
- Tides, Earth's Rotation Among Sources of Giant Underwater Waves

Science Videos



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WHERE DISCOVERIES BEGIN



Adhesive Bond Strong Enough to Hold a Human

A new rapid adhesion mechanism could produce shoes or gloves that stick and un-stick to walls.



How Fear Works In the Brain

Scientists are zeroing in on the brain chemicals responsible for the development of emotional trauma.



Bugs Inspire Creation of Running Robots

Scientists hope to develop robots that can traverse tough terrains in dangerous situations.

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- Provides current science content to most of the leading consumer-facing web sites that feature science coverage, including Yahoo! News and MSNBC.com.



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Pesticide Turns Male Frogs into Females

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Scientists have created a flat surface patterned after the body hair of ...

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Just when you thought it was safe to go in the water, these predators lurk ...

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How Baby Turtles Get Around
Upon hatching, loggerhead sea turtles must race hundreds of feet to ...

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- Partnered with NBC News to produce a series called “Science of the Winter Olympics.”
- Distributed to classrooms via NBC Learn.
- Ran on all NBC platforms during the Winter Olympics in February 2009.



Science of....Winter Olympics

Please visit this page to see the videos:

http://www.nsf.gov/news/special_reports/olympics/





Creating Our Own Media Platforms



- CNN folded its science production team at the end of December 2008.
- We approached those senior producers about producing a weekly video piece for widespread online distribution.
- Science Nation was launched a year ago.
- The DC-based PBS station (WETA) now provides Science Nation weekly to all PBS stations in the U.S.
- It is also featured in U.S. News, Discover and LiveScience. That gives SN reach to more than 10 million possible viewers.





Here are some recent episodes:

- Trading Textbooks for Twitter
- Eye on Home
- The Solar Decathlon: Housing's Bright Spot
- Cars Without Drivers
- Inventor Realizes Dream to Create Stronger Metal Foam
- HERB the Robot Butler
- Sea Turtles
- Monkey Business
- Hurricane Sleuth
- Biological Clocks
- Ulcer Answers
- The Spelbots
- Fab Labs
- Wind Powers Careers in Wyoming
- Batty for Bats
- Leaf Sensor
- "VisWall" Opens Door to Many Worlds
- Got Silk?



NSF's Science Nation (clips)

Please visit this page to view videos in this series:

http://www.nsf.gov/news/special_reports/science_nation/index.jsp



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Undersea Gliders May

January 4, 2010

Eye on Home

Engineer controls all his appliances by remote and tracks their energy use

Anthony Rowe is working on a killer app. When he leaves his house each day, he doesn't worry whether he left the iron on or the television blaring. This Carnegie Mellon computer engineer and doctoral student can keep an eye on his home from almost anywhere he happens to be. His apartment is brimming with sensors he's designed. Some plug right into wall outlets to monitor the electrical usage of individual household gadgets and appliances. All he needs is his iPhone® or laptop to see what's running and what's not.

"We've developed a sensor device which can, if you plug an appliance into it, sense how much energy the appliance is using and allow you to remotely turn the appliance on and off," says Rowe.

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Enlarge image

Researchers have developed a new micro-fan only slightly larger than a dime. The compact, solid-state fan, developed with support from NSF's Small Business Innovation Research program, is the most powerful and energy efficient fan of its size. Learn

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- We created the Science360 daily news service to aggregate audio, video, multimedia and text from dozens of sources.
- Science 360 is provided as an RSS feed, email, Twitter feed, and Facebook update. We launched a new, downloadable service on Oct. 1, 2009.



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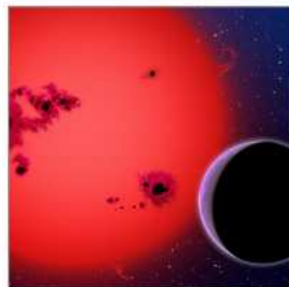
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BREAKING STORY Waterworld Discovered Transiting A Nearby Star



Astronomers announced that they have discovered a "super-Earth" orbiting a red dwarf star only 40 light-years from Earth. They found this nearby planet with a small fleet of ground-based telescopes no larger than those many amateur astronomers have in their backyards. Although the super-Earth is too hot to sustain life, the discovery shows that current, ground-based technologies are capable of finding almost-Earth-sized planets in warm, life-friendly orbits. [MORE ►](#)

NEW IN THE JOURNALS & MAGAZINES



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SCIENCE
All Mammals March

LIVE FROM STUDIO 8 Engineering a Difference

Provided by Princeton University



LATEST NEWS



Greenland Glaciers: What Lies Beneath

Researchers discover that water flowing beneath the ice plays a much more complex role than they previously imagined. [MORE ►](#)



Thermochemical Nanolithography Now Allows Multiple Chemicals on a Chip

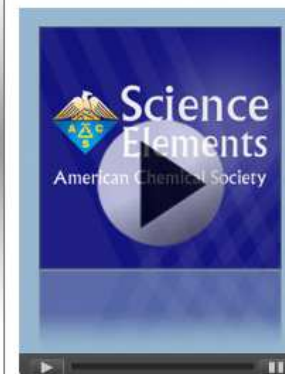
Scientists have developed a nanolithographic technique that can produce high-resolution patterns of at least three different chemicals on a single chip at writing speeds of up to one millimeter per second. [MORE ►](#)



Irrigation Decreases, Urbanization Increases Monsoon Rains

Researchers find that man-made changes to the landscape have affected Indian monsoon rains, suggesting that land-use decisions play an important role in climate change. [MORE ►](#)

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Science Elements

Sniffing Out New Ways to Preserve
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PICTURE OF THE DAY Polygonal-shaped Hydraulic Jump





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Breaking News

Study Finds Rising Levels Of Dioxins From Common Soap Ingredient In Mississippi River
May 20, 2010



Specific dioxins derived from the antibacterial agent triclosan, used in many hand soaps,

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Explorations / October 14, 2009

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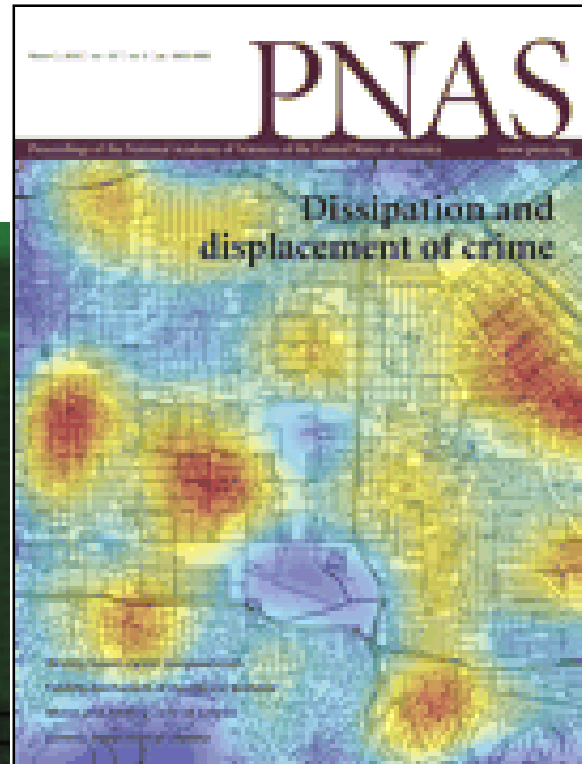
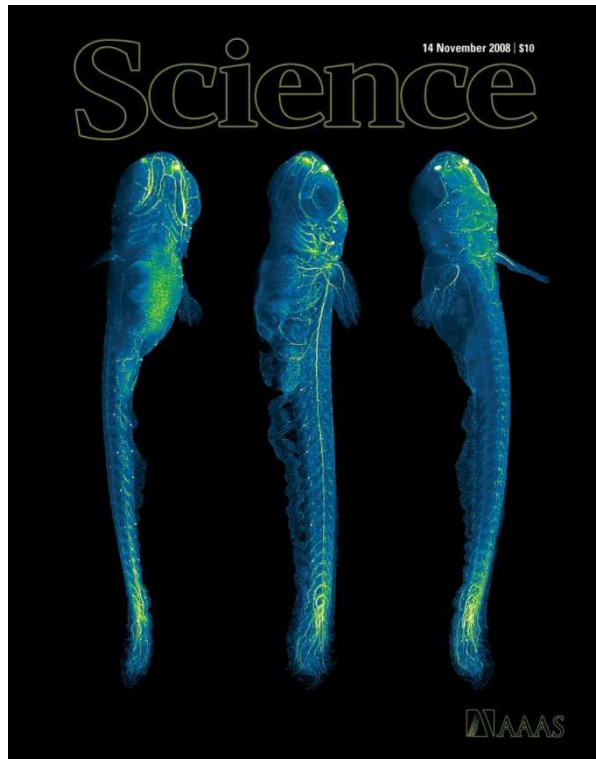
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- Whenever possible, we try to bring national broadcast and print media to the science NSF funds.
- We've built a state-of-the-art digital television studio at the NCSA Access Center.
- This allows us to conduct virtual background news briefings with NSF-funded researchers.
- We conduct interviews with researchers prior to publication, or as part of news packages that are sent to media.
- We're doing this in partnership with the three leading peer-reviewed science journals: Nature, Science and PNAS.



Live Press Briefings with Science and Nature



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special report:

LEARNING FROM HAITI

Rapid Response Research

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Learning From Haiti
Rapid Response Research
Webcast Tuesday April 27, 2010

Reginald DesRoches
Associate Chair and Professor
Georgia Tech

Eric Calais
Professor of Geophysics
Purdue University

Liesel Ritchie
Assistant Director for Research
The Natural Hazards Center
Univ. of Colorado at Boulder

Dennis Wenger
Program Director
Infrastructure Systems Management
and Extreme Events
National Science Foundation

Rapid Response Research



Media Advisory

Researchers, recently returned from the site of the earthquake disaster, share experiences and observations.

Related Links

- [Natural Hazards Center](#)
- [National Earthquake Hazards Reduction Program](#)

GREEN REVOLUTION

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Biomass



In this episode we explore how different types of biomass can be used to produce fuel.

1 2 3 4

Coming up with better ways to get where we need to go and power the lives we live requires creativity, ingenuity and hard work. As part of the "Green Revolution" series we visited researchers all over the country and asked them lots of questions about the energy, fuels and technologies they are working on to make our lives better in the future. Along the way we also learned a lot about what makes careers in science, engineering and other technologies fun and interesting. Some of the answers to our questions were really cool. Some were clever. Others were completely crazy, but one thing was for sure-- everyone we talked to was excited about our future in a world powered by clean energy.

➔ Green Revolution Announcement

NSF Public Affairs

- Partnerships with PIOs and communicators
- Partnerships with various media outlets
- Creating our own media platforms
- Draw attention to the range of research NSF funds



My Contact Information

- Dana Topousis, Division Director, Public Affairs (acting)
 - dtopousi@nsf.gov
 - 703-292-7750



special report:

DEAD ZONES

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Dead Zones

Mysteries of Ocean Die-offs Revealed

AUDIO SLIDE SHOW



4:18

captions | nsf.gov

Dead Zone Stories

Written by Lily Whiteman



SOS: Is Climate Change Suffocating Our Seas?
New, massive "dead zones" are regularly invading the Pacific Northwest's near-shore waters.

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